REFERENCES

1. Armstrong, M. (1999). A handbook of Human Resource Management Practice, London:Kogan page
2. Ashby,F.C. and Pell, A.R. (2001). Embracing Excellence. Paramus, NJ: Prentice Hall.
3. Benjamin, L. (2007). "Employee Retention in a Shrinking Labour Market", In IUP on HRM-Recruitment and Retention. Hyderabad: ICFAI University Press.
4. Bernick, L. (2002). "Culture Change Stems the Outflow of Talent at AlbertoCulver", Human Resource Management International Digest, 10 (4), pp.10 12.
5. Branham Leigh (2005).The 7 Hidden Reasons Employees Leave. New York: AMACOM BOOKS.
6. Burton, K. (2006). "Should I Stay or Should I Go?" – CEO Forum
7. Chachere, D. R. and Williams, P. M. (1998). "A Pro-Active Model Of Employee Retention", Paper Presented at the Academy of Management Annual Meeting. San Diego, CA.
8. Flioppo, B.Edwin. (1984) Personal Management, 4ed. New York: McGraw Hill.
9. Foil, C M., and Lyles, M. A., Organisational Learning, Academy of Management Review)
10. Geinzer, T.Douglas (2006)."Employee Retention: Keeping the Right People, Saving Money Doing It"- Nevada Business Magazine – Issue 02/06
11. Gonz'alez Luis G. and GurtoviyRuslan. (2006). "How Much to Pay in Cash? Employee Retention via Stock Options"- Emerald in sight –
12. Harris, J. (2007). "Ten Trends Impacting Employee Retention", In IUP on HRM-Recruitment and Retention. Hyderabad: ICFAI University Press.
13. Herman Roger E. (2002). "Employee Retention: You're Key to Bottom Line Success". – Ideas at Work, Canada.
14. Hinkin, T. and Tracey Bruce, (2000). "The cost of turnover; Putting a price on the learning curve", Cornell hotels and restaurant administration quarterly, 41(3) pp.14-21

15. Johnson Mike, (1998). "Global Executive Talent Famine Forces Companies to Rethink Their Strategies for Attracting and Retaining Talent", Economic Intelligence Unit in Cooperation with Hewitt Associate,
16. Kaiser, K. and Hawk Stephan (2001). "An Empirical Study on the Recruitment and Retention of IT Personnel", Paper presented at the Decision sciences institute 32nd Annual Meeting
17. Legge, S.Robert and Wolfe, R.Mauree (2003). "Ten Strategies for Improving Call Centre Employee Retention", Legge and Company, LLC.
18. Lin, S. and Chang, J. (2005).”Goal Orientation and organizational Commitment as Explanatory Factors of Employees' Mobility" Personnel Review, 34(3), pp.331-353.
19. MacDuffie, J.P. (1995). "Human Resource Bundles And Manufacturing Performance:Organizational Logic and Flexible Production Systems in the World Auto Industry", Industrial and Labour Relations Review, 48(2), pp.197221.
20. MacHatton, T.Michael, Van Dyke, Thomas and Steiner, Robert (1997)."Selection And Retention of Managers in the US Restaurant Sector", International Journal of Contemporary Hospitality Management, 9(4), pp.155-160.
21. Mallikarjunan, K. (2007). "Retention through Reward. Management". In IUP on HRM-Recruitment and Retention. Hyderabad: ICFAI University Press.
22. Mercer Human resources consulting. (2004). "Communication: The Key to Retaining Your Workforce – The CEO Forum.
23. Meyer, J., Topolnytsky, L. Krajewski, H. and Gellatly, Ian. (2003).Best Practices: Employee Retention, Toronto: Tomson -Carswell.
24. Morrissette and Rosa (2003). "Evolving Workplace Series: Innovative Work Practices and Labour Turnover in Canada", Working Paper, Catalogue7l584-MIE#7, Statistics Canada
25. Morrow, Paula C., Suzuki, Yoshinori, Crum, Michael R, Ruben, Robert and Pautsch Gregory (2005). "The Role of Leader-Member Exchange in High Turnover Work Environments", Journal of Managerial Psychology, 20(8), pp.681-694

26. Murty, R.K. (2007). "Talent Retention: Businesses Gotta Make Work Passionate", in IUP on HRM-Recruitment and Retention. Hyderabad: ICFAI University Press.
27. Newton, M. (2005). "Finding Great People!" Gwinnett Business Journal.
28. Phillips, Jack J. and Adele O. Connell (2003).Managing Employee Retention: A Strategic Accountability Approach. Amsterdam; Boston: ButterworthHeinemann.
29. Porter, M., Competitive Advantage: Creating and Sustaining Superior Performance,(New York: The Free Press, 1985).
30. Rumelt, R. P., Theory, Strategy, and Entrepreneurship in D J. Tecee (ed.), the Competitive Challenge, (Cambridge, M. A: Harvard University Press)
31. Sinha,P.R. and Ramakrishna, S. (2007) “Keeping your assets intact” In IUP on HRM – Recruitment and Retention Hyderabad: ICFAI University Press.
32. Smith, P.Gregory (2001). Here today, Here tomorrow, Chicago: Dearborn Trade Publishing.
33. Taylor, S. (2000). "Occupational Pensions And Employee Retention: Debate and. Evidence", Employee Relations, 22(3), pp. 246-259.
34. Thornthwaite, L. and Sheldon, Peter (2004). "Employee Self-Rostering for Work-Family Balance- Leading Examples in Austria", Employee Relations, 26 (3), pp. 238-254.
35. Hitesh S. Viramgami (Author), Dinesh N. Patel (Author), Principles of Marketing and Human Resource Management Publisher: APH Publishing Corporation Released: 01 Jan 2011 Publisher Imprint: APH Publishing Corporation.